DECEMBER 2022 **P/ID 36520/PEN2K**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What are business writing principles?

2. List the four keys to effective writing.

3. Why is it important to identify the purpose of your message before you start writing?

4. Why do companies issue press releases?

5. How does one communicate with his thoughts?

6. What makes a good press release?

7. Can you copy and paste press releases?

8. List the types of newsletters.

9. How do you introduce a newsletter?

10. What is a website call to action?

11. What are tabs on a website called?

12. What are website pages called?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the features of effective writing.

14. What are the fundamental purposes of writing?

15. How do you edit a newsletter template in Word?

16. How do you edit a press release?

17. List the tips for Effective Content Writing.

18. What are the types of page layout?

19. How do you design a website layout?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Give some examples of professional writing.

21. Draft a business letter to a wholesale company stating that you wish to have a tie-up with the company for buying products and selling them in retail.

22. Write the events that took place during the course of the past year in Newsletter form to be distributed to the workers in a company. Invent necessary details.

23. How do you create a good content?

24. Create a website for a new online learning method to be introduced for school children.

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